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Slipless Invention In Search of Licensee

A simple yet useful new eyewear accessory, the *Slipless*, has been developed by inventor Tamir Batzogs of Kirkland, Washington. The invention's unique design insures that a common problem related to the wearing of sunglasses and other eyewear is eliminated.

The *Slipless*'s proprietary features help eliminate the hassle of constantly having to adjust or pick up glasses. The product is unobtrusive and comfortable to wear. Additionally, the *Slipless* can be discreetly worn. Furthermore, it will be instrumental in preventing costly damage to sunglasses stemming from them falling or slipping off the face of its user. Moreover, the *Slipless* will be exceedingly easy to implement on any pair of sunglasses. The *Slipless* will also be competitively priced and made from comfortable yet durable materials, adding to its appeal.

The *Slipless* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Batzogs now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the eyewear accessories industry are currently being targeted as candidates to eventually commercialize the *Slipless* on a worldwide basis.

In August 2015, Mr. Batzogs contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Slipless* to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the *Slipless* and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.